

itSMF Srbija – Building the Future Today

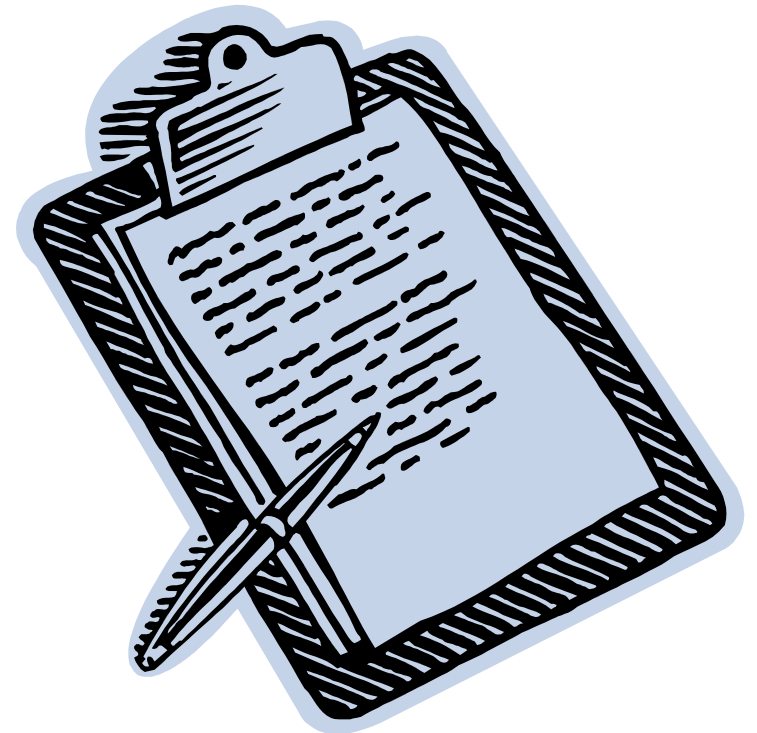
itSMF Organization



itSMF Srbija

Agenda

- When a Chapter starts
- Chapter growth
- Building the Industry



itSMF Srbija

When a Chapter Starts





The Early Years

- A meeting place (forum)
- Discussion about common experiences
- Collegial
- How do we make sense of ITIL?

itSMF Today

- Over 50 National Chapters
- ITIL v3 built by itSMF membership
- We own the ISO20000 qualification scheme
- SFIA
- We publish books

We have become the *de facto* Industry organization for ITSM

itSMF Srbija

Chapter Growth



Some Common Mistakes

- Exclude Vendors
- Allow political agendas
- Isolate yourself from other countries
- Confuse “non-profit” with “don’t make money”
- Take over the world

Changing Focus

- As the chapter grows you will need to change focus
- Member meetings will always be important, but they are not the only activity
- Publications
- Building knowledge
- Professional development

The Texas Two Step

1. This is company – manage it like one
 - Establish a staffing model
 - Policies and procedures
 - Tools
2. Focus on Service Quality
 - Maintain and grow your service catalogue
 - Always ask “What value are we delivering?”

Building the Industry



Where Have we Come From?

- The Information Revolution
- Disparate technology innovation
- Careers based on technical competence
- IT driven by business, but not part of business
- Management of technology is an end in itself

Where are we Going?

- IT is an integral component of the business
- Technology is commoditized
- Management of IT is part of organizational governance
- IT Management is a well-understood business profession

What is the Industry?

- Government and Legislation
- Companies (Vendors and Customers)
- Products and Services
- Academic Institutions
- Support Organizations
- Individuals

What Does the Industry Need to Grow?

- Beyond Supply and Demand – Four basic things
 - Content
 - Scientific Method and Models
 - Standards
 - Profession

Getting Ready for Tomorrow



Getting Ready for Tomorrow

- Recognize that we are all pioneers
- Your involvement in itSMF Srbija helps to build the industry in many ways:
 - Personal career development
 - Certification / Degrees
 - Contribution to publications and research
 - Compliance with standards
 - Events